




























## Status of Creative DC Action Agenda Implementation Actions




Fiscal Year 2010

Agency	Estimated Starting Year	Action - Description	Status*
DC Commission on the Arts and Humanities: 4			
	2011	CRAA-ED-3.2-E:-Creative Markets : Develop new art walks, seasonal art markets (e.g. in public space), and art exhibition areas (e.g. hotel lobbies) to provide artists and art enterprises greater opportunities to market their work.	 In Process
	2012	CRAA-ED-3.2-D:-Creative Markets : Market the city's Art Bank program, a special fund that purchases local art for display in city buildings, to include potential purchasers such as hotels, hospitals, universities. The city can explore opening this fund to other institutions and major employers so that more businesses can contribute and display local art in their facilities.	 Future
		CRAA-ED-4.1-A:-Creative Work : Pursue a Higher Education / Hire Creative Program that links students interns with job and entrepreneurial opportunities in the creative sector. Coordinate with key organizations (e.g. Consortium of Universities) in the design, development and implementation of the program.	 Future
	2015	CRAA-AC-1.1-A:-Creative Youth : Create or designate multidisciplinary arts centers and other arts-related spaces in neighborhoods that could serve as central one-stop locations for creative activities, such as instruction, exhibition and rehearsals.	 Future
DC Public Schools: 1			
	2016	CRAA-ED-4.1-F:-Creative Youth : Explore an arts education strategy within the District's Public School System that ensures students have access and exposure to a quality arts education,	 Future
Department of Employment Services: 3			
	2012	CRAA-ED-4.2-B:-Creative Work : Provide more detailed information on career pathways in the creative occupations, including the types of careers that are available in each creative industry, as well as the skills and training required.	 Future
	2013	CRAA-ED-4.2-A:-Creative Work : Pursue a one-stop online job bank, which leverages the Department of Employment Services' capacity, and is specifically targeted to creative jobs in the public, private and non profit sectors.	 Future
		CRAA-ED-4.2-C:-Creative Work : Explore collaborative sector training programs that would equip residents (particularly under- and unemployed) with the skills needed by creative industry employers. Target industries could include museum (customer service), media and communication, and culinary arts. Key partners include the Greater Washington Workforce Development Collaborative (GWWDC).	 Future

Agency	Estimated Starting Year	Action - Description	Status*
Department of Housing and Community Development: 1			
	2009	CRAA-H-1.4-A:-Creative Places : Coordinate opportunities for the development of affordable artist housing, and provide public sector assistance as appropriate (for example, via public-private partnerships, financing, land dispositions, and zoning support).	 In Process
Department of Small and Local Business Development: 3			
	2009	CRAA-ED-3.2-G:-Creative Business : Increase awareness amongst existing business development providers about creative enterprises and artists, and better connect resources and programs to the creative community.	 In Process
	2010	CRAA-ED-3.2-F:-Creative Business : Market the new city Micro Loan Program, its benefit and requirements (e.g. Certified Business Enterprise requirement) to creative businesses and entrepreneurs.	 Planning Stage
	2011	CRAA-ED-3.2-H:-Creative Business : Work with business assistance providers to target the development and growth of creative enterprises by immigrants, residents and youth.	 Future
Deputy Mayor for Planning & Economic Development: 3			
	2009	CRAA-AC-1.2-G:-Creative Places : Investigate tools that would promote the clustering of creative uses and creative districts. This could include financing tools, and public-private partnerships such as enhanced coordination with neighborhood BIDs and Main Street programs in support of creative, cultural, and arts uses.	 In Process
	2010	CRAA-ED-3.2-I:-Creative Business : Assist with identification and marketing of existing incubator space in the city to creative businesses, and with the exploration of the feasibility of industry-specific incubators (e.g. culinary arts, technology, fashion).	 In Process
	2012	CRAA-ED-3.2-A:-Creative Support : Explore public-private funding enhancements to support creative product development, marketing and direct assistance to the creative sector.	 Future
Destination DC: 1			
	2010	CRAA-ED-2.3-A:-Creative Markets : Increase visitor awareness of DC's creative assets by enhancing the visitor information system. Efforts could include rethinking the location and operation of the visitor center(s) in the city, placing kiosks in the neighborhoods, and more effectively coordinating cultural calendars.	 In Process
Mayor's Office of Protocol and International Affairs: 1			
	2011	CRAA-ED-2.3-D:-Creative Markets : Create a working partnership between foreign mission cultural attaches and key creative economy support organizations to collaborate on new creative programming and products.	 Future

Agency	Estimated Starting Year	Action - Description	Status*
Office of Planning: 14			
	2009		
		CRAA-AC-1.2-F:-Creative Places : Encourage specific creative uses/clusters in different districts. For example, culinary arts in the Florida Avenue Market; media arts in NoMA; heritage and arts in Anacostia; performing arts on H Street, NE; visual arts on 14th and U Streets, and Brookland.	 In Process
		CRAA-ED-1.3-B:-Creative Support : Meet with key stakeholders in the city and region (public and private sector) to provide information and materials related to the Creative DC Action Agenda's findings and strategies.	 In Process
		CRAA-ED-3.1-A:-Creative Support : Ensure that the findings and recommendations of the Creative DC Action Agenda are linked to other city planning and investment activities (e.g. DCCAH's strategic plan, neighborhood revitalization efforts, zoning update, Great Streets, and NIF) in order to leverage resources related to priority projects.	 In Process
		CRAA-LU-2.2-A:-Creative Places : Implement a targeted program that activates vacant and underutilized space on a temporary basis with creative uses. Efforts include identifying publicly- and/or privately owned sites for creative temporary uses and investigate funding opportunities.	 In Process
		CRAA-LU-2.2-B:-Creative Places : Provide technical assistance to property owners to help them make use of sites on a temporary basis. Assistance could be in the form of site review and design, support for streamlined application and permitting processes, and matching creative users to available space through a clearinghouse system.	 In Process
	2010		
		CRAA-AC-1.2-A:-Creative Places : Develop a web-based spacefinder tool that provides information on the availability and location of creative spaces throughout the city, and acts as a clearinghouse to connect creatives looking for space with property owners and brokers.	 In Process
		CRAA-AC-1.2-B:-Creative Places : Offer a toolbox and technical assistance program to provide better understanding among artists and creative businesses of real estate regulations and processes, leases, financing and related resources.	 In Process
		CRAA-AC-1.2-E:-Creative Places : Ensure that the findings of the Creative DC Action Agenda inform future small area planning processes, as appropriate.	 In Process
		CRAA-ED-1.1-A:-Creative Business : Target economic development opportunities at the intersection of the green, retail and creative sectors e.g. promoting sustainable building and design in partnership with the city's architecture and interior design industries; clustering design-oriented retail and arts galleries in specific commercial areas; and building upon the momentum of new restaurants and the culinary arts	 Planning Stage
		CRAA-ED-1.3-A:-Creative Support : Coordinate a coalition of private, nonprofit, and public sector stakeholders to work collectively to move the Creative Action Agenda forward	 Future
		CRAA-ED-1.3-E:-Creative Business : Investigate the development and promotion of the District as a hub of the nation's new media industry.	 In Process

Agency	Estimated Starting Year	Action - Description	Status*
Office of Planning: 14			
	2010	CRAA-LU-2.2-C:-Creative Places : Promote creative uses (e.g. artist housing, studios) in the reuse of city-owned assets, such as underutilized and vacant properties.	 Planning Stage
	2011	CRAA-AC-1.2-C:-Creative Places : Identify specific zoning changes that could be used to further support and grow creative places / districts.	 In Process
		CRAA-ED-1.1-B:-Creative Business : Hold a forum with stakeholders from the green, retail and creative industries to make progress on immediate synergistic projects that leverage public, private and non profit resources and partnerships.	 Complete
Other: 8			
	2011	CRAA-ED-2.3-B:-Creative Markets : Coordinate periodic training and information sessions for the concierges of the major hotels throughout the city to better educate them about DC's creative economy, coordinate distribution of creative event listings to visitors, and explore cross-promotional opportunities between hotels and creative offerings.	 Future
	2012	CRAA-ED-1.3-C:-Creative Markets : Pursue a promotion strategy with key marketing organizations (e.g. Destination DC, Cultural Tourism, the Cultural Alliance) that brands the District's creative image and identity. Consider a common creative tag or logo on websites and marketing materials.	 Future
		CRAA-ED-3.2-C:-Creative Markets : Support business-to-business product showcases, both online and in-person, that provide a platform for local entrepreneurs to market creative products and services to the government, private and non profit sectors	 Future
		CRAA-ED-4.1-C:-Creative Work : Leverage the Consortium of Universities as a vehicle for coordinating creative career activities amongst regional higher education programs and creating more linkages with the DC creative community.	 Future
		CRAA-ED-4.1-D:-Creative Youth : Support the development of a website that consolidates all arts and cultural programming for youth. The website is intended to provide kids with more exposure to, and involvement in, arts and culture.	 Future
	2013	CRAA-ED-4.1-B:-Creative Work : Organize "Hire Creative" events once a year in which key creative companies such as theater, museum, design, and media have open houses and provide overviews of their industry and career opportunities to students.	 Future
	2014	CRAA-ED-4.1-E:-Creative Youth : Pursue transformative art and music programs that empower disadvantaged youth to succeed and support community development.	 Future

Agency	Estimated Starting Year	Action - Description	Status*
Other: 8			
	2015	CRAA-ED-4.1-G:-Creative Youth : Pursue a specialized philanthropic arts education fund to support an arts education strategy, using the Boston Arts Expansion Fund as an example.	 Future
Washington DC Economic Partnership: 2			
	2009	CRAA-ED-1.3-D:-Creative Markets : Raise the international profile of DC as global creative city through activities such as international exchanges, creative industry trade delegations, and highly visible creative events.	 In Process
	2011	CRAA-ED-3.2-B:-Creative Support : Support networking opportunities within creative industry segments (e.g. music, theatre, museum) as well as across segments that bring together the business community, creative enterprises and nonprofit cultural institutions more regularly to discuss potential strategic partnerships. These efforts could be modeled on SPARK in the Berkshires.	 Future

### Grand Total: 41

\* Future - No funding or action yet

Planning Stage - Project planning has been initiated by the lead or partner agencies

Planned - A project has been planned, but construction or implementation has not begun. A project in this stage may be waiting for approval or funding.

In Process - Construction or implementation work has been initiated by the lead or partner agencies, but is not yet completed

No Action - No action has occurred

Complete - Done

Cancelled - Project is no longer contemplated or part of an agency workplan